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For Immediate Release

Forward-Thinking Keynotes Take Center Stage at 2018 Farm Journal AgTech Expo

Lenexa, Kan. (Sept. 4, 2018)—Josh Henretig, senior director of sustainability and AI for Earth at Microsoft, will keynote the Farm Journal AgTech Expo, Dec. 3–5, 2018 in Indianapolis. Henretig will share how Artificial intelligence (AI), the Internet of Things, big data and rural connectivity technologies are deployed across the globe to improve agricultural output while reducing costs and the impact on the environment. As senior director, Henretig guides cross-company efforts to leverage technology and AI against global environmental challenges.

Henretig says AI can bring new solutions to challenges in agriculture, with case studies from around the world. “There are applications of new technologies, such as AI, that are close at hand on the near horizon or already on the market,” Henretig said.

Farm Journal AgTech also welcomes Robb Fraley, Biotechnology Leader, World Food Prize Laureate and Former Monsanto CTO as the closing keynote. Fraley will discuss how molecular breeding and gene editing tools like CRISPR are enabling scientists to breed better plants with more precision and speed than ever thought possible; what it could mean for productivity, food security and environmental sustainability; and why the ability to realize these benefits hinges on effective communication.

“Today we can literally breed gene by gene to make crop improvements in a fraction of the time that it would take traditional plant breeding to accomplish the same results,” said Fraley. “So, it’s exciting to think about what this will mean for farmers, in terms of new technology not only reaching them faster, but also being more customized to meet their specific needs.”

An additional keynote speaker will be Farm Journal Field Agronomist Ken Ferrie, who will share experiences from the field on getting the most from technology in the field. The event program features more than 25 breakout sessions providing take-home knowledge for farmers on maximizing data, precision ag, machinery and equipment and sustainable technologies.

“The Farm Journal AgTech Expo provides an opportunity for farmers to learn all of the latest technologies from outstanding speakers and exhibitors to help them be profitable and sustainable in challenging times,” said Doug Catt, Farm Journal Vice President, Crops.

In addition to the Expo, the AgTech multimedia platform of products includes a weekly eNewsletter; special AgTech coverage across Farm Journal Media television, radio, magazine and online channels; and a farmer-focused website showcasing the products and services hitting the market, www.FarmJournalAgTech.com.

For information about sponsorships, contact Doug Catt at DCatt@farmjournal.com or (913) 438-0742.

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